

Keyede Erinfolami

Content Writer

erinfolamikeyede@gmail.com

erinfolamikeyede.com | (WAT/UTC+1)

Seasoned writer with a voice that makes tech interesting. 5+ years combined track record at MUO and SlashGear, covering iOS, social media, networking, and AI topics. Background in hardware reviews, video scriptwriting and narrative content for YouTube.

Professional Experience

News Writer | SlashGear

US, Remote

(May 2022 - December 2025)

- Authored in-depth guides across multiple verticals (iOS, Social Media, AI Tools), demonstrating versatility beyond single-topic specialization.
- Delivered daily Wordle and Connections guides within 3-hour deadlines, blending analysis with witty commentary.
- Wrote investigative tech features uncovering the 'why' behind everyday technology, from how Apple named Siri to why USB ports are color-coded, making industry decisions and technical history accessible through narrative storytelling.
- Demonstrated networking expertise through explainers on LTE technology, router configuration, and connectivity optimization; breaking down technical concepts like bridging and USB port functionality for everyday users.

Script Writer | VOQAL Media

NG, Remote

(February - June 2022)

- Wrote scripts for Fisayo Fosudo, Nigeria's largest tech YouTube channel with nearly 1 million subscribers, managing full production pipeline from research to final draft.
- Developed promotional content for MTN's VoLTE launch campaign, explaining the technology's simultaneous internet and call functionality to mass-market audiences.
- Tested consumer hardware and translated hands-on product experience into review scripts and buying guides.
- Conducted remote stakeholder and subject interviews to gather authentic insights for documentary-style tech features.

Staff Writer | MakeUseOf

US, Remote

(January 2021 - November 2022)

- Wrote tech explainers that cumulatively garnered 1M+ views in first year of employment and were featured in Google search snippets.
- Pitched story ideas using Google Trends and Ahrefs to identify high-volume search topics, aligning editorial output with audience demand.
- Refreshed 50+ existing articles with updated information and improved structure, maintaining editorial quality and search relevance over time.
- Improved on-page SEO and brand authority of feature articles by linking relevant product reviews and optimizing metadata.

Staff Writer | Satoshi Media Labs
NG, Remote

(January 2019 - December 2020)

- Covered cryptocurrency's 2019 boom through news analysis and explainers on topics like Facebook Libra, blockchain fundamentals, and crypto versus traditional assets, translating a rapidly evolving industry for investors and mainstream audiences navigating disruptive tech.
- Crafted persuasive long-form product reviews for home improvement and wellness brands, balancing storytelling with conversion goals.
- Managed editorial quality control by editing peer writers' work, providing feedback on structure, tone, and factual accuracy.

Education

Bachelor of Mass Communication | October 2017
University of Ilorin, Nigeria

Core Competencies

- **Writing & Storytelling:** Narrative Content, Explainers, Script Writing, B2B/B2C Copywriting, Interviewing, Hardware Reviews.
- **Content Strategy:** Story development, Keyword Research (Ahrefs, Semrush, Google Trends), Editorial Planning, Audience Analysis.
- **Subject Expertise:** iOS, Social Media, Puzzles, Networking/Connectivity, AI tools, Op-eds.
- **Tools & Platforms:** WordPress, Asana, Trello, Slack, Google Workspace, Grammarly, Canva, HTML.